

To: Kuruc, Nick, Moulton, G, Evanchik, A E., Wolfe, Laney, Mallardi, J, Groll, A P., Perez, F J.
From: Orourke, Rory
Posted: 12/23/97 8:56
Opened: 12/23/97 10:02
Subject: Response Due

The attached letter from Don Fitzgerald requires a response from me in early January. Please send me your thoughts on or before January 5th.

Rory

CC: 1200 - New York Region (SCULLYA), 1210 - New York ROU (ALVICH)

51850 5863



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910-741-2033

December 19, 1997

SENT VIA E-MAIL

Bob Snow	Lori MacWilliams
Mark Goodman	Bob Dobrowolski
Tim Gillespie	Rory O'Rourke

**Forwarded to Kuruc, Moulton, Evanchik,
Wolfe, Perez, Mallardi, Groll,**

Subject: Chain Acceptance Issues - '98 Multipack Discount Promotions

By now our KAM's and AM's should have presented the 1998 Workplan Promotions to their chains. We would like to get an assessment of any major issues with our chains regarding the Winston 70¢ off 2 pack promotion.

This assessment should include overall chain acceptance, chains that would not authorize the promotion, and any recommendations to overcome the problems experienced with these chains.

I would appreciate each of you surveying the Region's KAM's and AM's and returning the information to me on or before 1/9/98.

Please send to Rory by 1/5/98

Call if you have any questions.

Don

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